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Do norms matter? The role of normative considerations as predictors of pro-environmental behavior

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Document Version

Publisher's PDF, also known as Version of record

Publication date:

2014

[Link to publication in University of Groningen/UMCG research database](#)

Citation for published version (APA):

Keizer, M. (2014). *Do norms matter? The role of normative considerations as predictors of pro-environmental behavior*. [Thesis fully internal (DIV), University of Groningen]. Ridderprint BV.

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Do norms matter?

**The role of normative considerations as predictors of
pro-environmental behavior**

Martijn Keizer

1. Milieuwaarden vormen een belangrijke basis voor grootschalige interventies om milieuvriendelijk gedrag te stimuleren.
2. Mensen die de kwaliteit van het milieu belangrijk vinden zijn bereid hiervoor enige kosten te maken, maar ook zij zullen afhaken als deze kosten hoog zijn.
3. De overheid moet mensen vooral ondersteunen, niet overtuigen, om milieuvriendelijk gedrag te stimuleren.
4. Mensen laten denken over hun eigen normen vergroot de kans dat zij hun waarden zullen vertalen in gedrag.
5. Milieuvriendelijke producten hoeven niet goedkoper te zijn dan reguliere producten om succesvol te zijn, maar als ze veel duurder zijn zullen ze zeker falen.
6. Zolang vliegen naar Mallorca sneller en gemakkelijker is dan de trein nemen naar Zeeland is er weinig hoop voor duurzame strandvakanties vanuit Groningen.
7. Academisch schrijven is als fietsen door Zuid-Limburg: Periodes van geploeter afgewisseld met momenten waarop het vanzelf gaat.
8. Je doet jezelf tekort als je de mogelijkheid om iets te leren afslaat omdat je bang bent dat anderen zullen zien dat je er (nog) niet goed in bent.
9. Ook kinderen die hun gezondheid belangrijk vinden zullen ongezond eten als chocola en frisdrank de enige opties in een schoolkantine zijn.
10. Het idee dat 'nudging' een inbreuk op de keuzevrijheid vormt, berust op de onjuiste vooronderstelling dat zonder 'nudge' alle keuzen op willekeurige wijze gepresenteerd worden.

Propositions accompanying the disseration

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1. Environmental values form an important starting point for large-scale interventions to promote pro-environmental behavior.
2. Although individuals who care about the environment will go to some cost to enhance its quality, even this group will be put off if costs become high.
3. Government should support, not convince individuals in order to promote pro-environmental action.
4. Getting people to consider their own norms increases the likelihood that they will act in line with their values.
5. Environmentally-friendly products need not be cheaper than their regular counterparts in order to become a success. However, if they are far more expensive, they are doomed to fail.
6. Little hope exists for sustainable beach holidays from Groningen as long as flying to Mallorca is both quicker and easier than taking a train to Zeeland.
7. Scientific writing is like cycling in Zuid-Limburg: Periods of struggle interchanged with moments of effortless progress.
8. You short-change yourself when you refuse the opportunity to engage in an activity for fear of others noticing you have not mastered it yet.
9. Even children who care about their health will eat unhealthily when chocolate and soft drinks are the only options available in a school canteen.
10. The concern that 'nudging' poses a threat to freedom of choice is based on the incorrect assumption that without the 'nudge', all options would be presented randomly.